

R. H. Macy & Co.'s Attractions Are Their Low Prices



34th to 35th Sts.

Annual September Sale of China and Glass

Macy's is to China and Glass retailing what Niagara is to the world's waterfalls. There are other China stores and other cataracts, but there is only ONE MACY'S and only ONE NIAGARA. Macy's was the FIRST department store to install China and Glassware. Macy's is the ONLY retail store operating its own Potteries, China Decorating and Glass-cutting Shops. As NO other store enjoys equal facilities for owning China and Glass, so NO other store can sell them as cheaply as Macy's.

Theodore Haviland's Dinner Ware At an Average of Half Price

Theodore Haviland's name on China stands for considerable that is important to the purchaser. The shape is dainty, artistic, and the decorations of these combine pink floral designs with gold. Every piece has been thoroughly annealed. That means the China was cooled gradually from a high heat, and will hold the hottest liquids or viands without cracking. Such is the China that we'll sell at the following low prices:

Individual Butters, No. Preserves, 15c; Tea Plates, 19c—
Soup Plates, 19c; Dinner Plates, 23c; Tea Cups and Saucers,
33c; Covered Butter Dishes, 69c; Meat Dishes, 69c; 89c, 97c;
Sauce Pans, 89c; Soup Tureens, 97c; Covered Vegetable
Dishes, 97c; Uncovered Vegetable Dishes, 89c; Pickle Dishes,
33c.

Theodore Haviland's Plates And Cups and Saucers

The decorations are very attractive—pretty floral sprays in natural colors.

Bread-and-Butter Plates	value 15c; special 110c
Tea Plates	value 20c; special 10c
Breakfast Plates	value 25c; special 12c
Dinner Plates	value 30c; special 15c
Preserve Plates	value 15c; special 10c
Tea Cups-and-Saucers	value 30c; special 15c
After Dinner Cups-and-Saucers	value 35c; special 15c
Bouillon Cups-and-Saucers	value 45c; special 23c
Bread-and-Butter Plates	Tea Cups-and-Saucers
Floral Designs in Natural Colors and Gold	
Value 30c;	Value 50c;
Special at 15c	Special at 29c

Theodore Haviland's Ice Cream Sets—\$1.89
Floral Designs, value \$3.00; Special at

Sample Pieces Limoges Decorated China at Less Than Half Price

Cake Plates, Chop Dishes, Pudding Dishes, Chocolate Pots, Cracker Jars, Tea Pots, Sugars, Creams, Salad Dishes, Celery Trays, Jelly Dishes, Cups and Saucers, Brush-and-Comb Trays, Hair Receivers, Baskets and doziers of other fancy pieces.

There are more shapes and a greater variety of decorations than we care to describe. The best of past seasons—the ones that proper taste and popular demand keep alive—and scores of entirely new effects.

Made to Sell at 50c to \$10.00 Each Special at 23c to \$4.89 Each

Included in the above group are twelve hundred Plates. All shapes, sizes and styles of decorations. Their quality and beauty justify full prices. But "Sample" Plates are traditional bargains with us. Therefore we offer Plates

Made to Sell at 75c to \$4.00 Each Special at 39c to \$1.97 Each

Decorated Austrian China Quarter Less Than Usual.

The firm, smooth surface of this Austrian China Dinner Ware is enriched with pink floral design. The handles and edges are tastefully heightened with gold. Twenty-five per cent. less than our usual prices.

Dinner Plates, 15c; Breakfast Plates, 12c; Tea Plates, 12c;—Soup Plates, 12c; Bread-and-Butter Plates, 10c; Preserve Dishes, 10c;—Uncovered Vegetable Dishes, 39c; Covered Vegetable Dishes, 69c; Pickle Dishes, 19c; Meat Dishes, 37c, 49c, 60c, 97c; \$1.29; Covered Butter Dishes, 39c; Individual Butter Dishes, 5c; Tea Cups and Saucers, 19c;—Coke Plates, 29c.

Bric-a-Brac

A table in the Art Department contains a large variety of choice specimens selected from our regular stock.

97c

Artistic Decorating to Order.

In our decorating shop on the premises, eighth floor, we make a specialty of decorating China and Glass to order. We copy old designs or submit original ones. The work is done by experienced artists, who use rich enamel colors and the best gold. Variations durable. Samples of the various lines are shown. Our prices for this work are twenty-five per cent. less than others ask for the same quality of workmanship.

Crockery for the Kitchen

Our China and Glassware supremacy is not limited to medium and high-class ware. Stocks of less aristocratic Kitchen Crockery are correspondingly broad. Communal things like stone bread-boards, butter-pots, yellow and white mixing bowls, water coolers, cake and jelly moulds, stirrup glassware and blue jars, labelled for the pantry shelves, are here in abundance.

Blankets & Comfortables

Special purchase of choice Woolen Blankets, from one of the best known mills in Ohio, guarantee strictly all-wool warp and filling, bound with silk, at a saving of fully 15 per cent.

Single Bedding, pair, \$5.00 to \$5.94
Size 72x88 inches, pair, \$5.70 to \$6.87
Size 72x92 inches, pair, \$5.70 to \$6.89
Size 72x96 inches, pair, \$5.71 to \$6.91

Covers, etc., filled with choice cotton, some bearing slight print imitations, so light that they are barely discernible.

Covered on both sides with figured cambric, thin floral designs, size 72x88 inches, elsewhere, \$2.25, special, \$1.50.

Covered on both sides with high-grade French satin, sold elsewhere \$1.00 to \$1.50, special, \$1.10 and \$1.40.

Antiquated Jewelry cases in modern designs, from \$1.00 to \$1.50, one-third less than regular prices. Charge, 10c. Deposit, \$1.00, which is a sum of money. Make purchases in the usual way and have them charged to your Deposit Account. Only deposits intended for time-honored parties are accepted.

Our Depositors' Account Department enables those who charge to paying for goods on delivery to take advantage of our low prices. Deposit a sum of money. Make purchases in the usual way and have them charged to your Deposit Account. Only deposits intended for time-honored parties are accepted.

Among the latest novelties that passed through our Foreign Office this week are Head-Embroidered Chiffon Cloth Waists, Convent-Embroidered Crepe, Marquisette, Nainsook and Linen Waists; Baby Irish Crochet Lace Waists, Veiled Chiffon Waists over plain or bullion lace and head-embroidered chiffon; "Magyar" Blouses, made of crepe and figured crepe de chine, hand-embroidered in brilliant colors, some of them enriched with gold and coral beads. Cut Steel Plaques and Brooches mounted on black

velvet, deep flexible Necklaces, Sautoirs and Buckles. Morocco Leather Library Articles, exquisite conceits for men's and women's desks; "Dorees" Sewing Cases, fitted Vanity and Travelling Cases, Small Sterling Silver Novelties, plain, pierced, etched and engraved, such as Travellers Thimble Cases, Hat Pin Vases, Portrait Frames, Desk Clocks, Small Pictures, "Rembrandt" Calf" Cigar, Cigarette and Card Cases, Bill Folds, Coin Purse and Hand Bags, plain or mounted with silver gilt, silver gilt enamelled with royal blue, or flexible gilt bands.

"Not Advertised Cards"

Important

The Housefurnishing Department has prepared a very special sale of the most popular things—the details of which are crowded out of this announcement. Remember, that it will pay you handsomely to look over the

"Not Advertised Cards"

R. H. Macy & Co.'s Attractions Are Their Low Prices



34th to 35th Sts.

Five Carloads Linoleums

Well-seasoned, full-bodied Linoleums—wood parquet, tile and mosaic effects, in beautiful colorings—suitable for dining rooms, halls, closets, kitchens, offices and restaurants.

Two yards wide,
Regularly 59c;
Special 39c sq. yd.

Four yards wide,
Regularly 74c;
Special 48c sq. yd.

Straw Mattings Reduced

Japanese Mattings

Forty-yard rolls:
Regularly \$9.89; now \$6.48
Regularly \$11.89; now \$7.48

\$1.34 Axminster Carpets at 98c

Two-tone, chintz and Oriental rug designs in rich colorings adapted for the floors of parlors, reception rooms, bedrooms and libraries; our regular price, \$1.34 a yard; special at 98c.

Three Rug Bargains

All Are 9x12 Feet

Tapestry Brussels, regularly \$18.69; **\$14.74**
Wool Wiltons, regularly \$32.48; **\$19.74**

Wiltons, high grade, regularly \$49.74; **\$37.48**

French Weave Wilton Rugs

Domestic French Weave Wilton Rugs that are copies of Orientals—delicate pinks, corals, cobalts, greens, blues and tans.

Size 22x36 inches	\$3.74	Size 8x10½ ft.	\$44.74
Size 27x36 inches	5.24	Size 9x12 ft.	48.74
Size 36x36 inches	7.48	Size 9x15 ft.	67.50
Size 45x6½ feet	12.24	Size 10x12 ft.	67.50
Size 2 1/2x9 feet	4.24	Size 3x9 feet	5.99
Size 2 1/2x12 feet	5.89	Size 3x12 feet	7.91

Axminster Rugs and Runners

Size 22x36 inches	\$1.39	Size 6x9 feet	\$12.74
Size 27x36 inches	2.14	Size 8x10½ feet	19.74
Size 36x36 inches	3.48	Size 9x12 feet	22.74
Size 45x6½ feet	6.74	Size 11x15 feet	36.74
Size 2 1/2x9 feet	4.24	Size 3x9 feet	5.99
Size 2 1/2x12 feet	5.89	Size 3x12 feet	7.91

The Furniture Sale

Fourth Floor
With these offerings the August, 1910, Furniture Sale closes. It has been overwhelmingly successful.

31.74 Dining Chair, \$22.24—Highly polished quartered oak, banister back, heavy claw feet, full box, genuine leather seat.

35.24 Dining Chair, \$34.49—Solid oak, Mission design, weathered finish; genuine leather seat and back.

55.74 Dining Chair, \$42.24—Highly polished quartered oak, claw feet, genuine leather seat and back.

52.24 Dining Tables, \$19.24—Solid oak, highly polished, 48 inches wide, round quartered oak top, highly polished; extra heavy pedestal base, massive claw feet; may be extended six feet.

53.24 Dining Tables, \$21.49—Highly polished quartered oak, massive pedestal base, with heavy claw feet, 54-inch round top, may be extended eight feet.

35.24 Rockers, \$14.24—Mahogany finished, highly polished; saddle seat, high back.

34.96 Morris Chairs, \$18.74—Quar- tered oak, Mission design, weathered finish; spring seat and reversible cushions covered with imitation leather.

52.24 Brass Beds, \$13.74—Two-inch continuous posts, 54 inches wide, double glass doors, adjustable shelves.

52.00 Brass Beds, \$24.89—Massive two-inch continuous posts, heavy mounts, extra heavy "T" ball joints, nine one-inch filler rods; best lacquer and construction; bright or satin finish; all sizes.

53.24 Brass Beds, \$28.24—Two-and-a-half-inch continuous posts, extra large husks, seven 1½-inch filler rods, with large "T" ball joints; all sizes.

51.24 Music Cabinets, \$11.74—Vernie Martin and Rockwood, hand-somely decorated; 58 inches high, 19 inches wide, double doors; fitted with six sliding trays.

51.24 Brass Costumers, \$12.50—New designs, large size; best quality and lacquer.

51.24 Brass Beds, \$24.89—Massive two-inch continuous posts, heavy mounts, extra heavy "T" ball joints, nine one-inch filler rods; best lacquer and construction; bright or satin finish; all sizes.

51.24 Bed Couches, \$15.87—All-iron, upholstered top, full spring edges; covered with green leather.

34.96 Iron Beds, \$13.89—White enameled, continuous posts, head 54 inches high, five filler rods, all sizes.

52.24 Brass Beds, \$13.74—Two-inch continuous posts, twelve 6-inch filler rods, with 1½-inch ball ends; full regular height.

51.24 Music Cabinets, \$11.74—Vernie Martin and Rockwood, hand-somely decorated; 58 inches high, 19 inches wide, double doors; fitted with six sliding trays.

51.24 Strawberry, Raspberry, Apricot, Black Current & Green Gage, 28c; jar, dozen, \$3.38

Damson, Red Currant and Raspberry, 24c; jar, dozen, \$2.27

Yellow Plum, Red or Green Gooseberry and Victoria Plum, 24c; dozen, \$2.21

Scarlet Strawberry, 32c; can, dozen, \$3.73

Strawberry, Raspberry, Apricot, Black Current & Green Gage, 28c; jar, dozen, \$3.38

Damson, Red Currant and Raspberry, 24c; jar, dozen, \$2.27

Yellow Plum, Red or Green Gooseberry and Victoria Plum, 24c; dozen, \$2.21

Early June Peas, "Lily White" brand; No. 2 cans; elsewhere 16c; our price, dozen, \$1.33; can, 12c

Tomatoes—Mary's Choice, brand; extra fine solid packed; regular size—called quart cans; equal quality elsewhere; 16c; our price, dozen, \$1.33; can, 12c

Corn—Lily White brand; Maine Sweet Corn; No. 2 cans; sold elsewhere at 11c; our price, dozen, \$1.14; can, 10c

Peas—Jasmine brand; Sweet Market Peas; No. 2 cans; elsewhere 12c; our price, dozen, \$1.14; can, 10c

Cutting Peas—Lily White brand; extra fine solid packed; regular size—called quart cans; equal quality elsewhere; 16c; our price, dozen, \$1.33; can, 12c

Red Star brand; Free Running Table Salt; packed in the new Simp